# Icon Events

# EVENT TITLE | Brief

**Date:** Insert date

**Time:**  Insert time

**Venue:** Insert venue

**1. Purpose of the event***Provide a brief outline of the purpose of the event, why are you running the event and what are you trying to achieve.*

**2. Objectives**

*Outline the key objectives of the event. Which Professional Standards does this event address?*

**3. Target Audience**

*State the total number you are expecting to take part in the event. Break down the types of audience, e.g. Icon Members, Accredited Conservators, members of the public, etc.*

**4. Event Format**

*Outline how the event will be delivered, will it be face to face or online, how many sessions will you run, will there be workshops, etc?*

**5. Key topics**

*List the key topics the event will cover.*

**6. Communication**

**Bookings**

*All bookings will be managed via the Icon Eventbrite.*

**Promotion**

*Complete the table below with your promotional activities.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity 1** | **Audience 2** | **Channel 3** | **Deadline 4** | **Lead 5** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

1. *What is the activity*
2. *Who are you targeting, Icon members, members of the public etc.?*
3. *Iconnect, social media, print advert, etc.*
4. *When is the deadline?*
5. *Who is leading on this activity?*

**7. Running times / speakers**

|  |  |  |  |
| --- | --- | --- | --- |
| **Time** | **Session** | **Speaker** | **Notes** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**8. Suppliers / Partners**

*Please list your suppliers and partners below.*

**9. Budget (Estimate)**

*Please amend the table below to breakdown the event budget. ADD a list of possible expenditure do we have sufficient resources?*

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Details** | **Planned Income** | **Planned Expenditure** |
| **Ticket Sales** | ***£*** | **£ -** |  |
| **Sponsorship and Grants** |  | **£ -** |  |
|  |  |  |  |
| **Speaker Fees** |  |  | **£ -** |
| **Speaker T&S** |  |  | **£ -** |
| **Room hire** |  |  | **£ -** |
| **Catering** |  |  | **£ -** |
| **Printing Costs** |  |  | **£ -** |
| **Certificate posting** |  |  | **£ -** |
|  | ***Total*** | ***£*** | **£ -** |
|  | ***Surplus (deficit)*** | **£ -** | |

**10. Event Outcome**

*Please outline the outcome of the event.*

**11. Contact details**

**List the key contacts of those who are organising the event.**